



07-21-05

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AMENDMENT TRANSMITTAL LETTER				Docket No. 249768043US	
Application No. 09/809,728-Conf. #5675		Filing Date March 15, 2001		Examiner R. M. Pond	
				Art Unit 3625	
Applicant(s): Hanks et al.					
Invention: INCREASES IN SALES RANK AS A MEASURE OF INTEREST					
<b>TO THE COMMISSIONER FOR PATENTS</b>					
Transmitted herewith is an amendment in the above-identified application. The fee has been calculated and is transmitted as shown below.					
<b>CLAIMS AS AMENDED</b>					
	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate	
Total Claims	38	- 38 =	0	x	
Independent Claims	6	- 6 =	0	x	
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					
Other fee (please specify):					
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:</b>					0.00
<input checked="" type="checkbox"/> Large Entity <input type="checkbox"/> Small Entity					
<input checked="" type="checkbox"/> No additional fee is required for this amendment.					
<input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of \$ _____. A duplicate copy of this sheet is enclosed.					
<input type="checkbox"/> A check in the amount of \$ _____ to cover the filing fee is enclosed.					
<input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.					
<input checked="" type="checkbox"/> The Director is hereby authorized to charge and credit Deposit Account No. <u>50-0665</u> as described below.					
<input checked="" type="checkbox"/> Credit any overpayment.					
<input checked="" type="checkbox"/> Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.					
Steven D. Lawrenz Attorney Reg. No.: 37,376  PERKINS COIE LLP P.O. Box 1247 Seattle, Washington 98111-1247 (206) 359-8000				Dated: <u>July 19, 2005</u>	
I hereby certify that this correspondence is being deposited with the U.S. Postal Service as Express Mail, Airbill No. EV723059621US, in an envelope addressed to: MS AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below.					
Dated: <u>July 19, 2005</u> Signature: <u>Stephen P. Whelan</u> (Stephen P. Whelan)					



Express Mail No. EV723059621US  
Docket No.: 249768043US  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Patent Application of:  
Hanks et al.

Confirmation No.: 5675

Application No.: 09/809,728

Art Unit: 3625

Filed: March 15, 2001

Examiner: R. M. Pond

For: INCREASES IN SALES RANK AS A  
MEASURE OF INTEREST

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**RESPONSE TO FINAL OFFICE ACTION**

MS AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

## **INTRODUCTORY COMMENTS**

In response to the Final Office Action dated April 19, 2005, please amend the above-identified U.S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.